



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Wednesday, October 5, 2005 **David Gebhard Public Meeting Room: 630 Garden Street** **1:30 P.M.**

COMMITTEE MEMBERS:

DAWN ZIEMER, Chair, Present
TOM NILSEN, Vice Chair, Absent
STEVE HAUSZ, Present
NATALIE COPE, Present
RANDY MUDGE, Present

ALTERNATES:

SUSETTE NAYLOR, Absent
CHRISTOPHER MANSON-HING, Absent

CITY COUNCIL LIAISON:

DAS WILLIAMS, Absent

STAFF:

JAIME LIMÓN, Design Review Supervisor, Absent
SUZANNE JOHNSTON, Planning Technician II, Present
BARBARA WALSH, Recording Secretary, Present

**** SIGN COMMITTEE SUBMITTAL CHECKLIST ****

The Sign Committee will take action when the following are submitted:

- A. Color and material samples referenced to where they will appear on sign. All to be made out on 8 1/2" x 11" white paper or board or foldable to same. All plastic material shall have a matte finish unless otherwise specified.
- B. Photographs of the project site, adjacent buildings surrounding the site, and all existing signs on site must be submitted on 8 1/2" x 11" white paper or board.
- C. Drawing of sign and site plan to an acceptable scale in an 8 1/2" x 11" format - foldable to same. Acceptable scales for signs are: 3/4", 1", 1-1/2", 3" = 1'0". For site plans: 1" = 20', 10'; 1/8" = 1'0". Where ground signs are proposed a landscape plan is required. A color rendering of sign is also required.
- D. Drawing of building elevations or portion thereof showing where signs are to be located at 1/4" scale.

Complete sign lighting plans indicating the type, placement, and wattage of the fixture. Where no sign lighting is submitted, it will be assumed that no lighting is planned, and any lighting erected will be considered to be in violation of the Sign Ordinance. Electrical signs require a separate electrical permit.

All submittal materials must remain with the application.

Items will be dropped from the Agenda unless applicant attends scheduled meeting. If the applicant is unable to attend scheduled meeting, Staff must be notified by the applicant prior to eleven a.m. of the meeting day. Call Suzanne Johnston, Planning Technician II, at the City of Santa Barbara, Planning Division, 564-5470. **AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. in the City Clerk's office, at the Central Library, and www.SantaBarbaraCa.gov

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

* Please note: Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.

- ** Approximate time the project will be reviewed is listed to the left of each item. It is suggested that applicants arrive a few minutes early. Agenda schedule is subject to change as cancellations occur.
- ** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Division at (805) 564-5470. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements.

NOTICE:

That on September 30, 2005, at 4:00 P.M., this agenda was duly posted on the Community Development bulletin board, in the office of the City Clerk, and on the bulletin board on the outside of City Hall.

GENERAL BUSINESS (1:30):

A. Public Comments:

Any member of the public may address the Sign Committee for up to two minutes on any subject within their jurisdiction that is not scheduled for a public discussion before the Committee on that day. The total time for this item is ten minutes.

No public comment.

B. Approval of the minutes of the Sign Committee meeting of September 21, 2005.

Motion: Approval of the minutes of the Sign Committee meeting of September 21, 2005, with corrections.
Action: Hausz/Cope, 3/0/1. Mudge abstained..

C. Listing of Approved Conforming Signs.

Motion: Table the Conforming review to the end of today's meeting.
Action: Hausz/Cope, 4/0/0.

Motion: Untable the listing of Conforming Sign Review.
Action: Hausz/Cope, 4/0/0.

There were no signs approved on Conforming Sign Review from September 22, 2005 to October 5, 2005.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

1. Ms. Johnston announced the following:

- a) There will be no changes to the agenda.
- b) Tom Nilsen will be absent from today's meeting.

2. Chair Ziemer stated her concern regarding previously reviewed and approved signs and presented photo documentation of the Rite-Aid sign to distinguish between what the Sign Committee requested and the actual sign as placed. She requested feed-back from the Committee regarding future approvals and decisions and suggested the Sign Committee conduct more thorough reviews of the submittals.

E. Possible Ordinance Violations:

1. Ms. Johnston announced enforcement is in the process of conducting a "sweep" of outer State Street due to a large number of violations.
2. Limousine Link, 926 Indio Muerto.
3. Banners for City Bar-B-Que, located on the corner of Canon Perdido Street and Milpas Street.

CONCEPT REVIEW – CONTINUED**1. 1005 SANTA BARBARA ST. C-2 Zone**

Assessor's Parcel Number: 029-211-010
Application Number: SGN2005-00137
Owner: Tom and Pouran Parsai
Applicant: Betsy Harris
Business Name: White Sands Tanning & Hair Salon

(Proposal to construct one new 4.6 square foot hanging sign. 4.6 square feet of signage is being requested. The linear building frontage is 22 feet. The allowable signage is 22 square feet.)

(1:47)

Dan Morris, Freedom Signs, present.

Motion: Continued two weeks with the following comments: 1) Return with a scaled cross section through the facade of the building showing the relationship of the balcony and the recessed doorway with the sign drawn in. 2) Explore ways to make the existing sign more appropriate to El Pueblo Viejo District with the suggestion to include a wood or metal frame and glaze the existing sign to antique it. 3) The Commission appreciates that the applicant will not use brighter colors.

Action: Hausz/Cope, 4/0/0.

CONCEPT REVIEW – CONTINUED**2. 21 W CARRILLO ST C-2 Zone**

Assessor's Parcel Number: 039-321-002
Application Number: SGN2005-00129
Owner: Harold Frank Trust
Business Name: Spectrum Gyms
Contractor: Santa Barbara Signs & Graphics

(This is an enforcement case. Proposal for two wall signs each 6 square feet, two awning signs 1.75 square feet each, and a 3.5 square foot hanging sign for Spectrum Gyms located in El Pueblo Viejo Landmark District. Temporary signs to be removed. 25.50 square feet of signage is being requested. The linear building frontage is 85 feet. The allowable signage is 65 square feet.)

(1:59)

Tony Calhoun, Applicant; and Fred Barbaria, Santa Barbara Signs & Graphics, present.

Motion: Continued two weeks at the applicant's request.

Action: Hausz/Cope, 4/0/0.

CONCEPT REVIEW – NEW**3. 3908 STATE ST**

C-2/R-O/SD-2 Zone

Assessor's Parcel Number: 057-233-030
 Application Number: SGN2005-00142
 Owner: Navigo Capital Group, LP
 Contractor: Sign Express
 Applicant: Santa Barbara Signs & Graphics
 Business Name: Spectrum Gyms

(Proposal to replace the face on an existing 49 square foot double-sided monument sign, replace face on a 45 square foot wall sign, replace face on a 35.24 square foot wall sign, and replace face on an existing 6 square foot monument sign at the rear of the property. Exceptions are requested to exceed the maximum allowable size of the signs at the property and to exceed the maximum height of a monument sign. 135.24 square feet of signage is being requested in addition to 124.20 square feet of existing signage. The linear building frontage is 101.30 feet. The allowable signage is 90 square feet.)

(Project requires exception findings.)

(2:01)

Tony Calhoun, Applicant; and Fred Barbaria, Santa Barbara Signs & Graphics, present.

Motion: Continued two weeks with the comment that the Sign Committee will conduct a site visit in order to determine if the buildings have a group identity and require a sign program.

Action: Hausz/Cope, 4/0/0.

CONCEPT REVIEW – CONTINUED**4. 210 STEARNS WHARF**

HC/SD-3 Zone

Assessor's Parcel Number: 033-120-022
 Application Number: SGN2005-00135
 Owner: City of Santa Barbara
 Agent: Jennifer Foster
 Business Name: Ty Warner Sea Center
 Architect: David Van Hoy
 Applicant: Ty Warner Hotel & Resorts, LLC

(Proposal to remove the exterior light fixtures and install LED lighting to the two existing non illuminated pin mounted wall signs. There is 40 square feet of existing signage. The linear building frontage is 201 feet. The allowable signage is 90 square feet.)

(2:29)

David Van Hoy, Architect; and Jennifer Foster, Agent, present.

Motion: Denial without prejudice with the comment that the Committee respects all the hard effort the applicant has put into the presentation but feels the halo lighting of the letters is not appropriate on the Wharf and there is no precedent.

Action: Hausz/Cope, 3/1/0. Mudge opposed.

CONCEPT REVIEW – NEW**5. 1266 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
Application Number: SGN2005-00136
Owner: Martin Foreman, Trustee
Contractor: Signs by Ken
Business Name: 1266-1280 Coast Village Road Business

(Proposal for a sign program for four tenants in a retail shopping complex located at 1266-1280 Coast Village Road. 25 square feet of signage is being requested. The linear building frontage is 104 feet. The allowable signage is 90 square feet.)

(2:55)

Ken Sorgman, Signs by Ken; and Brian King, Agent, present.

Motion: Continued four weeks with the comment that the Sign Committee will visit the site and observe the general neighborhood.

Action: Hausz/Mudge, 4/0/0.

CONCEPT REVIEW – NEW**6. 1272 COAST VILLAGE RD** C-1/SD-3 Zone

Assessor's Parcel Number: 009-230-035
Application Number: SGN2005-00109
Owner: Martin Foreman, Trustee
Contractor: Signs by Ken
Business Name: Red Studio

(Proposal to replace two wood hanging signs measuring 6 square feet each with one 13 square foot wall sign for Red Studio. 12.88 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet. An exception is requested for 16" letter height. An exception is required for the proposed signage above the roof.)

(Requires compliance with Sign Program.)

(3:09)

Ken Sorgman, Signs by Ken; and Brian King, Agent, present.

Motion: Continued four weeks with the comment the Sign Committee will conduct a site visit to determine if there is a sign program needed.

Action: Hausz/Mudge, 4/0/0.

CONCEPT REVIEW – NEW**7. 3761 STATE ST**

C-P/SD-2 Zone

Assessor's Parcel Number: 051-040-053
Application Number: SGN2005-00140
Owner: Regency Centers, LP
Business Name: Verizon Wireless

(Proposal to install 9 additional square feet of illuminated channel letters on existing Circuit City tenant space. 9 square feet of signage is being requested in addition to 46 square feet of existing signage. The linear building frontage is 203 feet. The allowable signage is 90 square feet.)

(3:10)

Joyce Sehi, Representative, present.

Motion: Continued indefinitely to the Conforming Sign Review with the following comments: 1) Relocate the sign centered below existing Circuit City sign. 2) Reduce depth of the channel letters to the minimum possible. 3) Have the color of applied vinyl for illuminated "Z" match closer, or be darker than, the Hunter Red aluminum returns. 4) Submit an architecturally scaled elevation indicating the new signage and relation to the existing Circuit City sign.

Action: Ziemer/Hausz, 4/0/0.

CONCEPT REVIEW – NEW**8. 416 STATE ST**

C-M Zone

Assessor's Parcel Number: 037-212-023
Application Number: SGN2005-00143
Owner: Kim and Cynthia Hughes
Contractor: Benton Signs & Designs
Business Name: Sharkeez

(Proposal to abate sign violations by removing the existing signs and proposal for a new 21 square foot wall sign and a new 4.7 square foot wood projecting sign on a building located in El Pueblo Viejo Landmark District. 25.70 square feet of signage is being requested. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

(3:28)

Dave Benton, Benton Signs & Designs, present.

Motion: Continued two weeks with the following comments: 1) The proposal as submitted is not acceptable and does not relate to El Pueblo Viejo District colors, fonts, or design elements. 2) The design does not integrate with the architectural design of El Pueblo Viejo District. 3) The existing lighting is not acceptable. 4) The Committee recommends the applicant return with a proposal that includes letters over the entry arch. 5) The signage should be much simpler. 6) Verify the size of the existing menu board and assure it conforms to the Sign Ordinance.

Action: Hausz/Cope, 4/0/0.

**** MEETING ADJOURNED AT 3:51 P.M. ****